

CONCEPT AND ESSENCE OF MARKETING

The concept of marketing is still unclear and raises a number of controversies regarding its interpretation. Marketing is a relatively new functional area at Ukrainian enterprises. Evolution of marketing in Ukraine has passed 3 stages. The first stage (in the mid 70's) – the first publications of the founders of Soviet marketing appeared: G. Abramishvili, V. War, N. Gerchikov, A. Goryachev, V. Demidov, P. Zavialov, B. Solovyov, Yu Trusova and others. At the second stage (from the mid 80's and the beginning of the 90's), a new group of marketers joined the marketing elite: A. Braverman, I. Gerchikov, E. Golubkov, N. Kapustin, I. Kretov, S. Medvedkov, M. Moses, R. Nozdreva, A. Porshnev, B. Solovyov, O. Tretyak, A. Khrutsky, and others. The works of the new group of marketers are mostly devoted to the general problems of the external and internal emerging market. In these works the approaches and possibilities of using marketing in foreign economic activity were analyzed. The third stage (from the mid 90's to the present) is characterized by the growth of scientific publications, which develop the methodological, methodological and theoretical basis of marketing in relation to the conditions for the establishment of market relations in Ukraine. An active process of creating marketing departments is underway, and there is a specialization in marketing in universities that provides training for economists and managers, merchants, engineers and engineers-economists. At the same time, a Ukrainian Marketing Association was created in Ukraine (February 20, 1997). The following specialists made a significant contribution to the development of domestic contemporary marketing as a science and art: professors A.O. Starostina, N.P. Goncharova, V.Ya. Zaruba, O.L. Kanishchenko, Ye.V. Kricavsky, O.E. Kuzmin, V.E. Momot, PG Break, VA Poltorak, IL Reshetnikova, O.I. Chernyak, N.P. Goncharova, V. Rudelius[1]. Effective implementation and use of marketing at Ukrainian enterprises requires, first of all, a correct understanding of its essence, and this is a rather complicated thing, because even the approximate estimates of marketing definitions themselves, modern Western and domestic literature offers several thousand. Various scientists, marketers interpret the concept of marketing in different ways. So, F. Kotler in a book *Fundamentals of Marketing* believes that “marketing is a kind of human activity, aimed at meeting needs through exchange”. In turn, D. Traut, E. Rice, in his joint work *Marketing Warfare*, first reflected a different position on the concept suggested by F. Kotler, and proved that “marketing is a war where competitors are enemies and your goal is to defeat them”. And William Rudelius, O.M. Azaryan, O.A. Vinogradov in a joint work *Marketing: A textbook: The Consortium for the Improvement of Management Education in Ukraine*, noted that ‘marketing is the process of creating a concept of ideas, goods and services, pricing them, promoting and distributing them through mutually beneficial exchanges for individual and corporate purposes’. Today, the American Marketing Association has adopted the following definition of marketing: “Marketing is a prediction, management of the economy and

the satisfaction of demand for goods, services, organizations, people, territories and ideas in the form of exchange”.

Consequently, we can conclude that the interpretation of the concept of “marketing” can be divided into four approaches looking at the various methodological approaches of marketers of science to the characteristics of marketing. Each walk examines the essence of marketing in different ways. Let's find out more in detail. There are plenty of approaches in total. We will consider the most popular, namely the conceptual approach, the functional approach, the system-behavioral approach, the institutional approach and the managerial approach. The conceptual approach considers marketing as exact knowledge, foresight and taking into account market requirements and wishes of consumers, a complex of scientifically grounded representations about management of production and sales activity of the enterprise in the conditions of market relations. A functional approach explains marketing as a trade activity that promotes the acquisition of goods or services, their promotion from producers to consumers, as well as meeting the needs and desires of people. The system-behavioral approach represents marketing through problems associated with changes in the respective systems (which are four: the system of input and output, the system of power, the communication system and the system of adaptation to internal and external conditions) and the guesswork characteristics and consequences of such changes. An institutional approach is to understand marketing as a system with many elements that interact with each other and with elements of external systems. The managerial approach to understanding marketing involves its close relationship with the management process of the enterprise, which operates under specific market conditions [2].

Consequently, among experts and scholars does not have a common definition of the concept of "marketing", so in the direction of this topic, you can still do a lot of research. In turn, we offer the following definition of marketing: Marketing is a system of measures for the study of consumers and the market for further definition of the tasks of the enterprise for its successful functioning.

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